

JANUARY CLEARING SALE

THE BANNER BARGAIN OCCASION OF THE YEAR—STARTS AT FAMOUS TUESDAY MORNING AT 8 O'CLOCK

When the doors of Famous are thrown open Tuesday morning, the greatest clearing campaign ever conducted in St. Louis will begin. Every section of this progressive establishment enters spiritedly into this event with values of the most unusual and persuasive character. In volume of business 1904 has been by far the best year in our career—thanks to your loyal support. To successfully satisfy our rapidly growing business, stocks throughout necessarily had to be enlarged and multiplied, leaving us now with the largest lots we've ever had to dispose of at the close of a season. Every yard or piece of merchandise offered in this January Clearing Sale is of highly meritorious and reliable quality and at the prices named judicious shoppers will wisely supply their wants for months to come.

January Clearing Sale of Women's Kid Gloves.

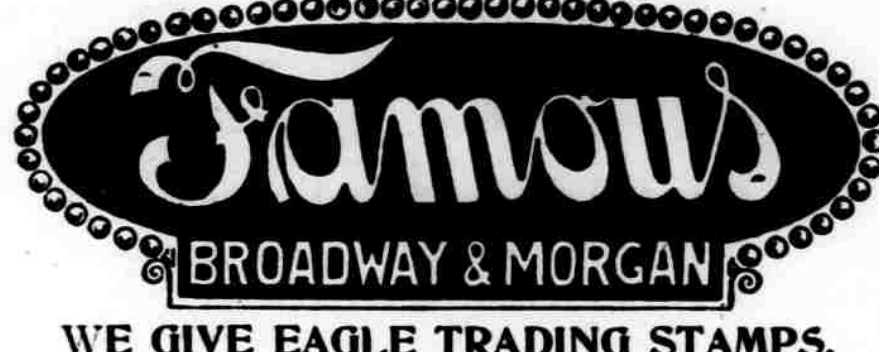
\$1 and \$1.50 Values for 59c.



Women's White Point Kid Gloves, with over-stitch seam, guaranteed to last, all sizes, worth \$1.50—and odds and ends of Grace Kid Gloves, Pointe de Paris and backs with three rows of embroidery—also button clasps—red, white, black, tan, mode and gray—a good assortment of sizes—\$1 and \$1.50 values—in this sale choice at, 59c

January Clearing Sale of Buttons

Clearing out the button stock to make room for our new spring lines. Buttons valued at 25c to 50c a dozen will go during this sale at, 5c



January Clearing Sale of Ribbons

15c Values for 8c. Pure Silk Taffeta Ribbons—high luster and smooth finish—3 inches wide—all colors—the sorts that are washable—regular 15c value—Tuesday at, yard, 8c

January Clearing Sale of Women's Neckwear.

50c Qualities for 21c. Sixty dozen stylish neck pieces—all the proper effects in Stocks and Jabots—made of the newest materials—all colors and combinations—every piece clean—regular 50c values—Tuesday at Famous, choice for, 21c



January Clearing Sale of HOSIERY.

12½c Values 6c. Women's fast black seamless Hosiery; 10c grade, also "moss" and children's 1x1 ribbed fast black Hosiery; sizes 5 to 10; worth 10c and 12½c; in this sale, choice for, 6c

20c Hosiery 11c. Women's fine-lined Hosiery; plain and ribbed top; fast black; also "moss" and children's 1x1 and bicycled ribbed full seamless Hosiery; double sole; sizes 5 to 10; 20c values; in this sale, choice for, 11c

75c Hosiery 35c. Fancy foot patterns and black grounds; imported to sell for 75c and 75c; in this sale, choice for, 35c

January Clearing Sale of LEATHER GOODS.

\$1.50 Genuine Seal Chatelaine Bags; chamolins lined; inside pocket; choice 49c
69c Genuine Alligator Chatelaine Bags; extra good quality; each 25c
39c Music Rolls; with buckle strap; each 25c
25c Leather Purses of all descriptions; choice 10c
25c and 50c Belts; leather and fabric; clearing sale price 10c

Our January Clearing Sale of Women's Correct Winter Apparel

Women's \$12.50 Coats \$5.00

Choice of ten fetching styles in both the long belted back Coats or the nobby short Coat effects—made of splendid Kerseys, Coverts and Fancy Mixtures, attractively trimmed, substantially tailored and well lined—all sizes—Coats that will give satisfactory wear; positively worth \$12.50—in this sale, choice for \$5

\$3.00 Silk Waists for \$2.50. Cleverly tailored Chiffon and Taffeta Silk Waists—made with box collars and tucks—new sleeves—neat stock collar—browns, blues, black and all the pretty evening shades—positively worth \$3—in this sale, choice for, \$2.50

\$30.00 Electric Seal Coats \$16.00. Made of finely sheared and matched skins—wide storm collar—guaranteed satin linings—all sizes—guaranteed to give perfect satisfaction—regular \$30 values—in this sale, choice for, \$16.00

75c Flannelette Waists 39c. Of good Flannelette—pretty dotted and figured effects—tucked front—white, blue and black—regular 75c values—in this sale, choice for, 39c



Women's \$20.00 Coats \$10.00

They go at exactly half their value—elegant Coverts, Kerseys and Velour and Broadtail Plush Coats in the smart short coat or the dashing stylish long coat style—all lined throughout—the new sleeve and collar effects—all sizes—tans, browns, blues, fancies and black—actual \$20 values—in this sale—choice for, \$10

\$13.50 Voile Skirts \$7.50. Of high quality French Voile—fashionably trimmed with silk bands and ornaments—foot pleats—good, rustling TAFETA SILK DROP SKIRT—all lengths—regular \$13.50 values—while 100 last Tuesday, special for, \$7.50

Women's \$10.00 and \$15.00 Suits \$4.95. Odds and ends of nobby Suits—one or two of a style—all sizes—not one worth less than \$10 and up to \$15—in this sale, choice for, \$4.95

\$1.75 Fur Scarfs 95c. Serviceable brown Coney Scarfs, with large tails, claws and chain fastener—a big bargain—regular \$1.75 values—in this sale, choice for, 95c

January Clearing Sale of COMBS.

29c Values for 5c. Side, Back and Neck Combs, including Pompadour Combs—many in the lot worth up to 29c each—choice for, 5c

\$2.00 Combs for 98c. Odds and ends of fancy Back Combs; amber, rhinestone and fancy mounted; shell and white only—choice for, 98c

January Clearing Sale of JEWELRY.

15c to 25c Jewelry of all descriptions, including Cuff Buttons, Beauty Pins, Brooch Pins, Belt Pins, Scarf Pins and Hat Pins—choice for, 5c

\$1.00 Fancy Bead Fan Chains, of jet and matt black, turquoise blue, white and coral beads—choice for, 25c

STANDARD MUSIC 5c.

Including such well-known and much-desired compositions as La Paloma, Maiden's Prayer, Alice, Carmen, Silvery Waves, Calvary, Faust, Bohemian Girl, Lohengrin, Il Trovatore, Fifth Nocturne, Pilgrim's Chorus, Old Black Joe, Martha, Last Hope, Poet and Peasant (solo and four hands), Flower Song, Cavalleria Rusticana, Over the Waves, Schubert's Serenade, Beautiful Blue Danube, Monastery Bell, Orange Blossoms, Under the Double Eagle, Ben Bolt, Anvil Chorus—all standard 10c music and sold at 25c and 50c in exclusive music stores—in this sale, choice of any for, 5c

JANUARY CLEARING SALE OF YOUNG MEN'S CLOTHING,

Presenting Bargain Snaps You Cannot Afford to Overlook.



\$8.50 Winter Overcoats \$5.90.

An unusual opportunity of securing a serviceable long Overcoat at a remarkable saving—made of Oxford gray, heavy-weight Melton—substantially lined and well made throughout—worth \$8.50—in this sale special for, \$5.90

\$12.50 Tourist Overcoats \$9.40.

Young men, here's your chance—dressy and fashionable extra long, loose, belted-back Tourist Overcoats of fancy Scotch tweeds—extra heavy weight—new and correct patterns—sizes to 36—our regular \$12.50 values—in this sale special for, \$9.40

Youths' \$12.50 Suits \$7.50.

Whether or not in immediate need of a new Suit, it'll pay you to secure one of these during this sale. Never before such a real suit bargain, giving you choice of regular \$10 and \$12.50 values—in plain black flannels and a large assortment of fancy Scotch chevrons in all the newest and most wanted patterns—all sizes, from 14 to 20 years—in this sale, choice for, \$7.50

Our January Clearing Sale of MEN'S GOOD CLOTHING

Practical garments for winter wear at prices that clearly emphasize them as bargains of the rarest sort.

Men's \$10 Suits for \$6.75. Single and double breasted, fancy Scotch Cheviot Suits, in medium and dark patterns—splendid for business wear—actual \$10 values—in this sale special for, \$6.75

Men's \$10.00 Overcoats \$7.40. Oxford Gray All-Weather Frieze Overcoats—splendidly made and finished—sleeves 24 to 42—our regular \$10.00 coats, equal to \$12.50 values elsewhere—in this sale, choice for, \$7.40

Men's \$8 to \$12 Mackintoshes \$4.75. Cut extra long, in the double-breasted box style—also some with large shoulder capes—made of cashmeres, chevrons and covert cloths—in gray, tan, blue and black—velvet collars—sizes 34 to 44—coats that are worth \$8, \$10 and \$12—in this sale, choice for, \$4.75

\$1.50 and \$2.00 Fancy Vests 85c. Odd lots—one or two of a pattern—all sorts of fancy materials; also plain white—some slightly soiled from display—sizes 34 to 42—regular \$1.50 and \$2.00 values—in this sale, choice for, 85c

Men's \$1.50 Corduroy Pants 95c. Heavy Irish Corduroy Pants—substantially made—sold everywhere at all times for \$1.50—in this sale, very special for, 95c

Men's \$2.50 and \$3.00 Pants \$1.65. Heavy Wool Cassimere Pants, in serviceable patterns and made for hard wear—substantially tailored—regular \$2.50 and \$3.00 values—in this sale, choice for, \$1.65

Men's \$2.50 Storm Coats \$1.45. Just sixty of these Coats left—made of heavy dark flannel, lined with corduroy collar—worth \$2.50—in this sale, while they last, \$1.45



JANUARY CLEARING SALE OF BOYS' CLOTHING,

Offering Some of the Very Best Values That Have Been Presented in Years.

Boys' \$5.00 Long Overcoats \$3.30.

A decided Overcoat bargain—absolutely all-wool Scotch tweed Overcoats in fancy brown mixtures—belted back—splendid quality Italian lining—excellently tailored and an especially good garment in every respect—ages 6 to 16 years—regular \$5.00 values—in this sale, special for, \$3.30

\$3.50 Novelty Coats \$2.40.

Only about 100 left—nobby little garments—made of Oxford gray Meltons, with belted back and military brass buttons—sizes 3 to 8 years—regular \$3.50 values—in this sale special for, \$2.40

Boys' \$3.50 Suits \$2.20.

Double-breasted, two-piece style—made of heavy wool Cassimeres and Chevrons in fancy patterns and plain blue—sizes 6 to 16 years—regular \$3.50 values—in this sale special for, \$2.20

Boys' 75c Gloves and Mittens 34c
Boys' 75c Fancy Shirts 35c
Boys' 34c Fleece Underwear 21c
Boys' 50c Laundered Waists 20c
Boys' 25c Suspenders 15c
Boys' 50c Neckwear for 21c



January Clearing Sale of SPLENDID RUGS.

\$1.50 Rugs for 95c



\$2.50 Rugs for \$1.45

\$5.50 Room Rugs \$3.65

\$3.65

A REMARKABLE SALE OF SUPERIOR GRANITE IRON WARE Begins at Famous To-Morrow Morning.

And from a value-giving standpoint promises to far outshine any similar bargain occasion ever held in St. Louis. By a clever trade turn we secured a full carload of dependable Granite Iron Ware from one of the best factories in New York at a large discount. Every piece is guaranteed strictly of first quality. At these prices you can buy this excellent ware for less money than seconds are usually sold for. Read every item over carefully.

GRANITE TEA POT—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	COVERED SAUCE PAN—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE WATER PAIL—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE PIE PLATE—14-inch—worth 10c—now 8c 16-inch—worth 12c—now 10c 18-inch—worth 14c—now 12c 20-inch—worth 16c—now 14c
GRANITE COFFEE POT—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	HANDLED SAUCE PAN—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	HEAVY COVERED KETTLES—2½-qt. size—worth 40c—now 36c 4-qt. size—worth 50c—now 46c 6-qt. size—worth 60c—now 56c 8-qt. size—worth 70c—now 66c	GRANITE COVERED BUCKETS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c
GRANITE COFFEE BOILERS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE TEA KETTLES—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE RICE BOILERS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	JELLY-CAKE PANS—14-inch—worth 10c—now 8c 16-inch—worth 12c—now 10c 18-inch—worth 14c—now 12c 20-inch—worth 16c—now 14c
GRANITE TEA KETTLES—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE MIDDY PANS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE WASH BASINS—14-inch—worth 10c—now 8c 16-inch—worth 12c—now 10c 18-inch—worth 14c—now 12c 20-inch—worth 16c—now 14c	GRANITE WATER DIPPERS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c
SHALLOW DISH PANS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE MILK PANS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE CHAMBERS—14-inch—worth 10c—now 8c 16-inch—worth 12c—now 10c 18-inch—worth 14c—now 12c 20-inch—worth 16c—now 14c	GRANITE SPOONS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c
DEEP DISH PANS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE MILK PANS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c	GRANITE CHAMBERS—14-inch—worth 10c—now 8c 16-inch—worth 12c—now 10c 18-inch—worth 14c—now 12c 20-inch—worth 16c—now 14c	GRANITE SPOONS—1½-qt. size—worth 25c—now 22c 2-qt. size—worth 30c—now 26c 3-qt. size—worth 35c—now 31c 4-qt. size—worth 40c—now 36c

January Clearing Sale of DRAPERIES.

Crope Figured Cretonne—27 inches wide—beautiful floral effects—regular 20c quality—at, yard, 11c
Striped Cretonne—light ground with rich new design—36 inches wide—15c quality—in this sale at, yard, 9c
Silkoline and Tinted Cloth—15c quality—in this sale at, yard, 8c

January Clearing Sale of Lace Curtains.

Lace Curtain Seconds—in Nottingham, imitation Brussels Net, Cable Net and Arabian designs—all more or less imperfect—worth up to \$1 pair—Tuesday while they last, each curtain, 19c
Lace Curtain Seconds—in Nottingham—but slightly imperfect—24 to 40 inches wide and full lengths—only one pair of a kind—worth up to \$1 pair—in this sale, pair, \$1.00

January Clearing Sale of Men's Wear.

Some Realistic Snaps Await You.
Men's Imported Woolen Golf Gloves—always \$1.00—Clearing Sale Price, 50c
Men's Neckwear—40c and 75c goods—in buff, white, and blue—also in black and colors—in this sale, 25c
Men's Handkerchiefs—slightly muscled colored borders, plain white and fancy cushion-top—were 10c and 15c—in this sale, 5c
Men's Gray Fleece Underclothes—regular price 40c—in this sale, 25c
Men's Underwear—Black Jersey Ribbed Shirts and Drawers—also blue mottled fleece-lined Shirts—worth 50c and 75c per garment—in this sale, per garment, 37c
Men's Oxford Washers—double-faced flannel and satin—in fancy and plain effects—\$1.50 and \$2.00 values—in this sale, 75c

January Clearing Sale of Black Dress Goods.

30-inch Black Serges—all wool—50c values—in this sale, yard, 35c
40-inch Black Coating Serges—75c value—in this sale, yard, 47c
30-inch Black Skirtings—the value—in tan sale, yard, 49c
30-inch Black Hosiery—50c value—in this sale, yard, 37c

January Clearing Sale of Silks.

18-inch Fancy Silks—50c value—in this sale, yard, 29c
18-inch Black Pure Silk Fawn de Soie—50c value—in this sale, yard, 38c
18-inch Black Silk Tulle—45c value—in this sale, yard, 44c
20-inch Fancy Velvets—the value—in this sale, yard, 48c